

**THE IMPACT OF SOCIAL INFLUENCE,  
COMPATIBILITY, AND PRICE ON PURCHASE  
INTENTION OF ANDROID SMARTPHONE**

**THESIS**

**Submitted to the Faculty of Economics and Business  
Muhammadiyah University of Surakarta to Fulfill the  
Requirement to Achieve S-1 Management Degree of Economics  
and Business Faculty**



**By:**

**CHOIRUL ANAM**

**NIM B100112006**

**DEPARTEMENT MANAGEMENT  
FACULTY ECONOMICS AND BUSINESS  
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

**2014**

## INAUGURATION SHEET

The undersigned has read the thesis entitled:

“THE IMPACT OF SOCIAL INFLUENCE, COMPATIBILITY AND PRICE  
ON PURCHASE INTENTION OF ANDROID SMARTPHONE”

Written by:

Name: Choirul Anam

NIM: B100112006

Faculty/ Department: Economics and Business

Signatories argue that the thesis meets the requirements for acceptable.

Surakarta, September 2014

Thesis Advisor

(Prof. Dr. H.M. Wahyuddin, M.S.)

Witnessed by

Dean of Economics and Business faculty

Muhammadiyah University Surakarta



(Dr. Triyono, S.E., M.Si.)

## **ORIGINALITY STATEMENT OF THESIS**

I hereby CHOIRUL ANAM, stated that thesis entitled: “THE IMPACT OF SOCIAL INFLUENCE, COMPATIBILITY AND PRICE ON PURCHASE INTENTION OF ANDROID SMARTPHONE is original of mine. By the way with copying or imitating any form of letter or symbol that show ideas or opinion or thoughts of another author as if the writing is mine, and/or there are no part or the whole text that I copy, imitate or I took from the writing of other without giving the original author recognition.

If whatever I have write contain contrary thing with foregoing whether intentional or not, I hereby state that I have posed exciting thesis as a writing result of mine. If the letter proved that I was copied or imitated of other writing as the idea of mine, it is mean a degree and certificate awarded by university that would be canceled.

Surakarta, September 2014

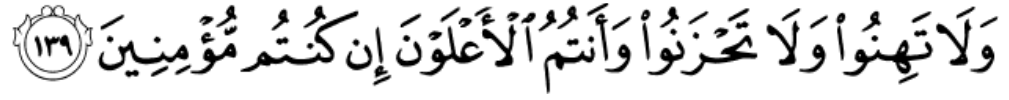
That makes the statement

A handwritten signature in black ink, consisting of a large, stylized loop followed by a horizontal line and a small upward stroke.

(CHOIRUL ANAM)

B100112006

## MOTTO



So do not weaken and do not grieve, and you will be superior if you are true  
believer

(Q.S. Ali-Imran: 139)

Stay committed to your decision, but stay flexible in your approach

(Anthony Robbins)

Success is doing ordinary things extraordinarily well

(Jim Rohn)

## **DEDICATION**

This thesis I have presented to:

1. Allah SWT
2. Beloved Mother and Father
3. Beloved Sister and Brother
4. Beloved Girlfriend
5. And all of My Friends

## **ACKNOWLEDGEMENT**

First of all the writer would like to thank to Allah SWT for giving health, strength, and ways to solve the problem that faced by writer so writer able to finish this thesis. Writer realize that in writing this paper the author receive assistance from various parties, so in this moment writer would like to thank you for all the help, guidance and support that has been given so this thesis can be completed, to:

1. Prof. Dr. H. M. Wahyuddin, MS., as advisor, thanks for your guidance, suggestions, efforts and patients.
2. All of the lecturers of the Faculty of Economic and Business Universitas Muhammadiyah Surakarta, who have always contributing their valuable knowledge, and the staff member of this faculty for their services.
3. Beloved mother and father who given loves, prays, material and spiritual support.
4. Umar Faruq, Firman M. N., Agil Fitra M., Awang, and all of writers' roommate, who help the writer distribute the questionnaire.
5. Pristian Pradina, who given support and spirit to writer.
6. For all respondents who have taken the time to fill out questionnaire.

Writer realize that this thesis still far from perfection, therefore the author always expect criticism and constructive suggestions. Writers hope this paper is useful and can be used as additional information for all those who need.

Surakarta, September 2014

Choirul Anam

## TABLE OF CONTENTS

COVER PAGE .....	i
TITLE PAGE .....	ii
INAUGURATION SHEET .....	iii
ORIGINALITY STATEMENT .....	iv
MOTTO.....	v
DEDICATION.....	vi
ACKNOWLEDGEMENT .....	vii
TABLE OF CONTENT.....	viii
LIST OF TABLE .....	xii
LIST OF FIGURE.....	xiii
LIST OF APPENDIXES .....	xiv
ABSTRACT .....	xv
CHAPTER I. INTRODUCTION .....	1
1.1.Research Background .....	1
1.2. Research Problem .....	6
1.3. Research Objective .....	7
1.4. Research Contribution .....	7
1.5. Chapter Layout .....	8
CHAPTER II. LITERATURE REVIEW .....	9
2.1. Dependent Variable .....	9
2.1.1. Purchase Intention .....	9
2.2. Independent Variable .....	11
2.2.1. Social Influence .....	11

2.2.2. Compatibility .....	15
2.2.3. Price .....	16
2.3. Previous Research .....	19
2.4. Hypothesis .....	20
2.5. Research Framework .....	21
CHAPTER III. RESEARCH METHODOLOGY .....	22
3.1. Research Design .....	22
3.2. Data Collection Method .....	22
3.2.1. Primary Data .....	22
3.2.2. Secondary Data .....	23
3.3. Variable Measurement .....	24
3.4. Population and Sample .....	24
3.4.1. Population .....	24
3.4.2. Sample .....	25
3.4.3. Sample Size .....	25
3.4.4. Sampling Technique .....	26
3.5. Operational Variable .....	27
3.5.1. Dependent Variable .....	27
3.5.2. Independent Variable .....	27
3.6. Descriptive Analysis .....	29
3.7. Data Analysis .....	29
3.7.1. Validity .....	30



3.7.2. Reliability .....	30
3.7.3. Classical Assumption .....	31
3.7.4. Pearson Correlation Analysis .....	33
3.7.5. Multiple Regression Analysis .....	33
3.7.6. Goodness of Fit .....	35
CHAPTER IV. DATA ANALYSIS .....	37
4.1. Descriptive Analysis .....	37
4.1.1. Respondent Demographic Profile .....	37
4.2. Data Analysis .....	39
4.2.1. Validity Test .....	39
4.2.2. Reliability Test .....	41
4.2.3. Classical Assumption Test .....	41
4.2.4. Pearson Correlation Analysis .....	47
4.2.5 Multiple Regression Analysis .....	49
4.2.6. Goodness of Fit Test .....	51
4.2.7. Discussion .....	54
CHAPTER V. CONCLUSION .....	58
5.1. Summary of Descriptive Analysis .....	58
5.2. Summary of Pearson Correlation Analysis .....	58
5.3. Summary of Multiple Regression Analysis .....	59
5.4. Summary of Goodness of Fit Analysis .....	59
5.5. Summary of Hypothesis Testing .....	60

5.5.1. Relationship between Social Influence and Purchase Intention of Android Smartphone .....	60
5.5.2. Relationship between Compatibility and Purchase Intention of Android Smartphone.....	60
5.5.3. Relationship between Price and Purchase Intention of Android Smartphone.....	61
5.6. Limitation of the Study .....	62
5.7. Recommendation .....	63
References .....	65
Appendixes .....	72

## LIST OF TABLE

Table 4.1. Respondents' Gender .....	37
Table 4.2. Respondents' Faculty .....	38
Table 4.3. Respondents' Monthly Spending .....	39
Table 4.4. Validity .....	40
Table 4.5. Result of Reliability Test .....	41
Table 4.6. Kolmogorov-Smirnov Test .....	43
Table 4.7. Linearity Test .....	44
Table 4.8 Multicollinearity Test .....	45
Table 4.9. Heteroscedasticity .....	46
Table 4.10. Pearson Correlation Analysis .....	48
Table 4.11. Multiple Regression Analysis .....	50
Table 4.12. R Square .....	51
Table 4.13. F Test .....	51
Table 4.14. t-Test .....	52

## LIST OF FIGURE

Figure 4.1. P-Plot .....	42
Figure 4.2. Scatter Plot .....	47

## LIST OF APPENDIXES

APPENDIX A .....	72
APPENDIX B .....	79
APPENDIX C .....	85
APPENDIX D .....	91
APPENDIX E .....	101
APPENDIX F .....	105

## ABSTRACT

This research was adopted from previous study conducted in Malaysia. This research study was carried out to explore the influence of social influence, compatibility and price on purchase intention of Android Smartphone. This study had examined the impact of social influence, compatibility and price on purchase intention of Android Smartphone. Questionnaire-based survey was used and 100 sets of questionnaires were distributed to respondents and being analyzed by using SPSS. And multiple regression analysis was used to analyze the data.

Descriptive analysis, validity and reliability test, classical assumption test, Pearson correlation analysis, multiple regression analysis and hypothesis test through t and F test, and determination coefficient analysis ( $R^2$ ) were used in quantitative analysis.

Data has complied validity, reliability and classical assumption test was processed, so that those are resulting regression equation as follows:

$$PI = -0.1668 + 0.539 SI + 0.321 CO + 0.201 PC$$

The result revealed that the examined independent variables was proved significantly have a partially effect on purchase Intention. Then, based on the F test can be recognized that the three of examined independent variables has a simultaneously effect on Purchase Intention. The value of R Square obtained was 0.792, demonstrates that 79.2 percent of Purchase Intention variation can be explained by the independent variables. While, the remaining 20.8 percent purchase intention influenced by another factors not examined in this study.

Keyword: Android Smartphone, Purchase Intention, Social Influence, Compatibility, Price